

Serving the needs and interests of our broadcast communities are top priorities of KJAM Radio in Madison, South Dakota.

Madison, SD ---- population just under 7,000 residents

Lake County ---- population approximately 11,000 residents

KJAM AM-1390 and FM-103.1 are the only radio stations in Lake County, but we also serve the areas of Miner County, McCook County, Kingsbury County, and Moody County. The schools that are located within these counties include: Madison, Chester, Howard, Oldham-Ramona, Rutland, Colman-Egan, McCook Central (Salem), Flandreau Public, Flandreau Indian School, DeSmet, and Lake Preston. We also do school lunch menus and some sporting events for Arlington and Sioux Valley in Brookings County, Tri-Valley, Dell Rapids Public, and Dell Rapids St Mary in Minnehaha County. KJAM also reports local obituaries for our listeners twice a day.

KJAM Radio stations operate 24-hours a day, seven days a week with 'live, local, in-house announcers' beginning at 6am and continuing until 8pm or later depending upon the 'local sporting event, or news event' that may be on the air requiring our local announcers to remain. KJAM broadcasts 'local fire announcements' in conjunction with our volunteer fire department, plus any severe weather for the counties listed above and the surrounding region will be broadcast live with the assistance of our Lake County Emergency Management and REACT responders. If at anytime, an emergency arises KJAM has an emergency plan in place to be notified and to notify the proper people. An example: This morning (10/28/04) we had a power outage that hit the entire downtown Madison, SD area at 3:00am, and by 3:10am, I was at the radio stations. When it was discovered that our power was also impacted, (2) quick phone calls brought in (2) more staff members, and by 5:00am a (4th) member of our staff was in-house to assist in getting us back-on-air, and getting information to the public. Our news director was on hand as well collecting information regarding the outage, cause/effects, and one area school determined they would be starting late. KJAM was able to get that information across immediately. Our commitment to our local area is immense!

Local News: KJAM has a fulltime News Director, that also receives assistance from staff members and stringers reporting outside the radio station. Times for Local News:

6:05---6:10am (Mon---Sat)	AM & FM
7:15---7:30am (Mon---Sat)	AM & FM
8:05---8:08am (Mon---Sun)	AM & FM
9:05---9:10am (Mon---Fri)	AM
9:50---9:52am (Mon---Fri)	FM
11:50---11:52am (Mon---Fri)	FM
12:05--12:15pm (Mon---Fri)	AM
1:50----1:52pm (Mon---Fri)	FM
3:50----3:52pm (Mon---Fri)	FM
5:05----5:15pm (Mon---Fri)	AM

Approximately = 6-hours per week of LOCAL News

We also broadcast 'local sportscasts':

6:10am---6:15am (Mon---Sat)
7:30am---7:35am (Mon---Sat)
8:13am---8:15am (Mon---Sun)
12:20pm-12:25pm (Mon---Fri)
5:20pm---5:25pm (Mon---Fri)

Plus we originate 'local' play-by-play of high school football, high school basketball (girls and boys), high school volleyball, our local University's Men and Women basketball games and their football program. We also report on gymnastics, softball, baseball, cross-country, golf, tennis, and wrestling of our area teams. We broadcast a 'local amateur' baseball league involving ten area teams in the summer months from May through August of Thursday night and Sunday afternoon local baseball games.

Our KJAM website (kjamradio.com) features local and area news is updated by our news department on a daily basis. Average number of hits to our local news page is 4,000 hits per month. An example of how our website has enhanced our local news coverage is during this election season we have devoted a special 'election 2004' link that when people go to it, will go to our local and area politicians with their bios and profiles, and a more in-depth look at their positions. Local people (at home and while traveling) go to our webpage to stay informed of local news, events, and other activities in our area. Our local candidates for this political season are being interviewed in 5-minute segments (1 per day) for equal time and opportunity to profile themselves and their issues to be addressed. The time is between 8:30—9:00am Monday through Friday on AM & FM.

Editorials are done approximately once every quarter, or as often as needed. The public is aware that editorials can be submitted as well with an opportunity for anyone with an opposing view to be allowed to respond. These are not done within a local newscast, but are scheduled to air 3x per day for a period of one or two days in different dayparts. Editorials pertain to how something may or may not impact our local area. An example: A telemarketing firm from Canada was soliciting funds for a Fireman's Fundraiser telling people the money would benefit our local fire department. The Madison Fire Chief requested airtime, did an editorial explaining that these funds were not connected to our volunteer department, and any money donated to that cause would leave our area, but if anyone chose to donate money, the local fire department has specific fundraisers (never telemarketing) and KJAM would announce those events. Numerous people told the Chief and myself that they would have donated money to the wrong group had he not done the editorial. Instead our local fire department through efforts of fundraisers that KJAM has been involved with has been able to improve their fire fighting equipment.

KJAM News covers all local school board meetings and city and county commission meetings on a regular basis with full news stories reported on-air and on our website. Any special meetings, KJAM News staff will be in attendance as well. Retreats for commissioners or Chambers members, or the legislative retreats that are held for 'brainstorming' ideas to improve the quality of life, or the economics...KJAM is also included with representation. When a 'hot issue' such as 'local bussing of students' is discussed KJAM will do a 'call-in poll' to get the feedback from listeners.

Residing in an agricultural region, KJAM provides market summaries (6) times per day, plus we broadcast a 60-minute agricultural program from 10am-to-11am Monday through Friday (AgriTalk). We are planning on increasing that programming by another 60-minutes per day within the next 60-days with the Red River Farm Network, plus additional market summaries throughout the day.

Some Public Affairs Programming from 8:45am---8:50am:

 Mondays ----- News and Information about our local schools from
 Madison Central's School Superintendent or teachers.

Tuesdays ----- Miner County Happenings with events and news from the Miner County area.

Wednesdays - Discover Oldham-Ramona is a special on events that occur in the Oldham and Ramona areas from local weddings to dances to sporting events and fund raisers.

Thursdays -- What's Going on in City Government is when the Mayor and other City Commissioners on a rotating basis come in and explain what is transpiring in their departments, with the budgets, snow removal, etc.....

Fridays ---- Your DSU is an opportunity for our local university to detail what may be going on in the different departments, from cultural affairs to new computer technology (Iris Scan), etc.... This show is hosted by the President of the Univeristy.

Saturdays --- Extension Extra is a program featuring Extension Educators from a five county area (rotating basis) discussing ag related issues to health issues, crops, livestock, etc.....

Special Programming:

Whenever there is a 'Kids Voting Forum' where local candidates in local elections debate one another, KJAM News broadcasts these events 'live'.

KJAM broadcasts from the 4-H Grounds during Achievement Days with our youth displaying their crafts and their animals in August.

KJAM also does radio-athons to raise money and awareness for local organizations such as the Interlakes Area United Way that serves more than 30-different local agencies with funding.

KJAM broadcast the Governor's Announcement of a local teacher for a National Award. This was done from Madison High School. Only (2) teachers in the entire State received this award.

KJAM has broadcast several 'Support Our Troops Rallies' for our local National Guard Unit that has been deployed in Iraq. For the send-off, We broadcast the ceremonies from the National Guard Armory facility, then proceeded to broadcast the caravan down Main Street with hundreds of people lined up on each side of the street. We talked live with other Veterans of other Wars and got their feelings and emotions. We also

broadcast a fundraiser from the Library Park in Madison for the troops with speakers, musicians, and an old-fashioned pork loin picnic for the town. These events ranged from 30-minutes to more than one-hour.

KJAM broadcast Flag Day ceremonies from the Lake County Courthouse lawn with speakers and our community band performing. This event took about 45-minutes.

KJAM broadcasts the Veterans Day programs each year.

KJAM broadcasts parades for Dakota State University Homecoming, the 4th of July Ramona Day Parade, the Oldham Potato Day Festival parade, plus we broadcast the Chester, SD Festival of Bands event (in the rain).

KJAM Radio broadcasts live from the City of Madison and Chamber of Commerce Community-wide Pancake Day Appreciation Breakfast (free to the community), plus other community organizations that host fundraisers we will go live for remote broadcasts to promote the events.

KJAM Radio has an ‘Advisory Council’ of community members from our listening area that meet once every three months to discuss the needs of our communities and to determine if KJAM is addressing those needs, or what can be done if we are not. This is a volunteer group with representation from both genders, age demographics are covered with the younger segment of the population to the Senior population represented plus educational, religious, and law enforcement representation. These members are from the Madison area, plus the smaller communities that are being served. Some concerns are declining population base that will impact the schools in the smaller towns, plus what our young people will do in the future, and the employment picture at the present time. It is a good forum that is beneficial to ‘all that participate’. The combination of these meetings, this input, and our ascertainment surveys that we do allow us to make better decisions that have an effect in a positive way with our local communities. As has been stated by more than one person, (to paraphrase) ‘if something good is going on KJAM is probably leading the way.’

KJAM Radio becomes the ‘source’ during any bad weather situations especially during the school year. A system has been established that a ‘code word’ must be given regarding the closing of schools, or late starts,

due to weather....and only the people with the proper authority to make those decisions have our 'code word'. These phone calls begin as early as 'the night before', and that is one of those occasions where we stay 'live' later into the evening, plus we are on as early as 4:30am on morning where travel is a concern for our listeners that commute longer distances to and from work. Our investment into a new Weather Eye system plus an emergency plan in place allows for us to be aware of what roads are accessible, or not....plus schools, businesses, etc..... We are on-air every 4-to-6 minutes repeating any and all pertinent information in the worst scenarios, plus we update our website so people can access it as well. With 4-distinct seasons, and weather a factor in all (4) including the late fall season or early spring when weather changes so rapidly, often without notice, our listeners are dependent upon us for accurate information. The National Weather Service has even recognized our County and local community the distinction of being a 'weather awareness community' that provides quick, up-to-the-minute information. That listeners can rely for safety.

The political season is always an exciting time as KJAM News steps to the forefront with its planning and execution. Our coverage for the upcoming General Election on November 2nd, 2004 will begin at 7pm when the polls close, and will be an ongoing continuous coverage until it is over. We are expecting 6-to-7 hours of coverage. We will position (2) people at our local county offices where the results will be released. We will broadcast from that location, plus (1) person will be putting the results on our website as they are reported in. We also will have (3) other staff members gathering news interviews, and putting together local stories of our local candidates form the County Commission races to the State House and Senate races. We will also have coverage pertaining to our Statewide races, and of course we will include CNN News with the National election reports. KJAM has already broadcast debates and forums 'live' including the Kids Voting Candidate Forum and in-house, but of our regular newscasts, interviews 'live' with local candidates, and interviews with Senator Tom Daschle, and challenger, Tom Thune. Throughout the election season we air 'get out to register, and get out to vote PSA's.

Being the only (2) radio stations (AM & FM) in our county, KJAM simulcasts the first 3-hours of local programming each day with local news, sports, weather, and a variety of interviews and contests....plus local birthday and anniversaries that are called in by listeners. At 9am, we split

the simulcast and program our music into (2) different formats, but never neglecting our commitment to local/area news and weather. Some of the local/area artists that have had their music played on KJAM include: Haley Soyland, Mason Blake, and the Dustin Evans Band. We have interviewed other local musicians in their efforts to become 'recording stars', and we provide an opportunity for new artists mixed in with the 'traditional hits' that are played. KJAM AM features a weekly Blues Music Show as Blues music is not played on a day to day basis in this region, and the response has been overwhelmingly positive by our listeners.

KJAM Radio is heavily involved with the Interlakes Area United Way which serves more than 31-agencies in a 3-county area. In 2004 almost \$150,000 was raised (we run ongoing campaigns, the staff all contribute, and we include their agency-funded outlets into our 'remote' broadcasts whenever possible). In 2005 the goal will be to raise \$150,000 again, and a big push is for more local commitment for the Dolly Parton Imagination Library portion whereby children under the age of 5-will receive one free book a month to read.

In 2004, KJAM Radio once again hosted the annual 'Kiss the Pig' contest to raise money for the Relay For Life Cancer Society. This promotional fundraiser earned a 'National Recognition Award' from the NAB. KJAM gets commitments from 'local dignitaries (Mayor, council members, sheriff, etc) and those individuals raise money----the least amount raised, has to kiss a pig on the night of our all-night Relay For Life Walk that we participate in. In this short-term event, KJAM helped raise more than \$16,000.

KJAM runs public service ads for a number of local organizations, including the Food Pantry, The American Red Cross Chapter, Boys Scouts, Girls Scouts, church organizations, plus we do promotional events for these organizations when their need arises. KJAM broadcasts (2) times a day a 'Local Community Calendar of Events-----once in the mornings and once in the afternoons---detailing meetings, gatherings, fundraisers, etc..... KJAM also runs a program for 'lost and found items/pets, and for giveaway items' that our listeners use for their classifieds. These items are also posted on our website.

KJAM created a 'Drop An Employee' contest for 103-days in January through April of 2004. Nearly 300-community participants lost almost

2,000 pounds. There were weekly weigh-ins, promotion to teach better eating habits and education for a healthier lifestyle with interviews of participants, medical personnel, and fitness personnel. This event was endorsed by the Chamber and the City Commission and Mayor.

Just a few examples of our KJAM staff's commitment to 'localism':

Peg Nordling: helps girls scout activities, Relay For Life, Youth wrestling, assists at church and vacation Bible School, 4-H activities, and announced the Spirit of the Bands competition.

Lorin Larsen: DSU Alumni Association, South Dakota Broadcasters Association, Chamber of Commerce Volunteer/Board Member, officiates youth ballgames on a regular basis.

Jennie DeVaney: Volunteer with the Food Pantry, Angel Tree Program, volunteer at City Pancake Feed, helps with the March of Dimes.

Joyce Hyland: Volunteer board member for Interlakes Area United Way, assists the local Elks organization with fund raising and events, Chamber of Commerce member/committee chairperson.

Deann Hildebrandt: Volunteer with local school band functions, youth group leader at Church, organizing a fundraiser for a local high school junior class to raise money for Junior/Senior Prom.

Matt Hendrickson: Volunteer with MDA, March of Dimes, and Dell Rapids Baseball Association.

Jan Corbin: Volunteer and involved in the school supplies distribution program, volunteer with the Food Pantry, and is a part of 'MAP' committee for the future growth of Madison businesses.

Sue Bergheim: Church volunteer, school volunteer, Relay for Life volunteer, and helps with the Chamber of Commerce.

Matt Larson: Volunteers time has a referee for youth sporting events, assists at Dakota State University functions

Jim Hockett: Chairs Advisory Council, Member of the Mayor's Disability Task Force Committee, involved with the Chamber of Commerce, Relay for Life, Interlakes Area United Way, the Madison School Bus and Transportation Committee.....

These are just a few of the commitments made on a volunteer basis that KJAM staff members are involved with to show support for our local

communities. KJAM believes in the strength of our local communities, and it is our responsibility to be a leader for our broadcast community. Attached you will find a few emails from different leaders within our community and their thoughts of KJAM Radio's commitment to serve the needs of our local communities.

James M. Hockett
General Manager----TEC
KJAM Radio
Madison, South Dakota